A study on Consumer awareness of Green Products and services and Green marketing in West Bengal

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Abstract:
Green marketing involves the development, manufacturing, promotion, distribution, consumption, and disposal of products and services that meet consumers' needs, such as quality, performance, and price, in an environmentally sustainable manner. This approach aims to minimize environmental impact, particularly concerning raw material usage and energy consumption. The research aims to understand the focus on green marketing. This paper analyses consumer awareness of green products and services, and the concept of green marketing, specifically in West Bengal, focusing on metro areas and nearby regions. The primary data was collected using a purposive sampling method. The findings reveal that 80% of consumers are willing to pay more for eco-friendly products.

Keywords: Awareness, Green Marketing, Consumers, Environment, Products, Earth, Eco-friendly.

Introduction:
Definition: Green Marketing is a relatively new concept, which involves the promotion of products and services which are safe for the environment. It involves development, manufacturing, promotion, distribution, consumption, and disposal of the products and services in a sustainable fashion so that least damage is caused to nature. In this way, the marketing of the company’s offering is done on the basis of its environmental advantages. Activities may include product adjustment, change in the process of production, and change in advertising and sustainable packaging of products. The primary aim is to reduce the adverse effects of the products and its consumption and disposal, on the environment. This means that the products and services are either eco-friendly or produced in an eco-friendly manner, which does not harm the environment.

Green Marketing Practices
To cultivate an eco-friendly image among its target audience, the company engages in various activities, including:

a) Utilizing recycled and renewable materials in production.
b) Employing green energy sources, such as solar, geothermal, and wind energy, in the manufacturing process.
c) Minimizing product packaging or opting for environmentally friendly packaging solutions.
d) Reducing the use of harmful and toxic materials.
e) Focusing on the production of reusable and recyclable materials.

To put it simply, green marketing involves developing and promoting products and services that meet customer requirements on quality, performance, availability and safety. Company has to keep in the mind that those products should not be harmful to the environment and the society

**Green Marketing Principles**

![Principles of Green Marketing Diagram]

**Consumer-Oriented Marketing**: The idea suggests that the company needs to view its marketing efforts through the eyes of the customer, aiming to build a sustainable and beneficial connection with them.

**Customer Value Marketing**: According to this idea, the business ought to allocate its assets towards enhancing the product or service they provide, instead of just altering the packaging or making a significant investment in advertising. This is because, when the value of the product is increased, it will also be appreciated by the customers.

**Innovative Marketing**: According to this, we understand the importance of constantly seeking real enhancements in products and marketing strategies. It's a well-known fact that the world is in a constant state of flux, and with it, the likes and dislikes of consumers evolve. As a result, businesses must continuously explore fresh and better approaches to avoid losing their clientele. That’s why innovation is essential and that innovation should be detrimental to the environment.

**Mission Marketing**: The mission of the Company should be specific and well defined, in societal terms and not in the product. This is because when a company’s mission includes an element of social welfare, employees take pride in contributing to a noble cause and are motivated to work towards the company's goals.

**Societal Marketing**: According to this principle, the company's marketing decisions should consider the needs and interests of consumers, the company's requirements, and social welfare.
Therefore, green marketing requires products and services to be both environmentally friendly and beneficial to society.

The concept of "green marketing" emerged prominently during the late 1980s and early 1990s. It encompasses eco-friendly business practices such as achieving reduced or zero carbon footprints, minimizing or eliminating pollution, utilizing recycled materials and ingredients, adopting eco-friendly packaging, and cutting down or eliminating plastic use. In today's world, with escalating environmental challenges, it is essential for companies to adopt and advocate for eco-friendly practices. Green marketing is commonly embraced by firms dedicated to sustainable development and corporate social responsibility. Many organizations are increasingly implementing sustainable practices, understanding that these efforts not only make their products more appealing to consumers but also help cut costs related to packaging, transportation, energy, and water use. Moreover, businesses are discovering that showcasing a strong commitment to social responsibility can foster greater brand loyalty among environmentally conscious consumers.

**Review of Literature:**


**Statement of the Problem:**

Green Marketing is the need of the hour. The Planet has been surrounded with waste made by man. The planet should be a better place to live in for the next generations. The only way to protect the planet is by spreading the awareness about the green marketing.
Objectives of the Study:

The overall objectives of the study are to find out the awareness of the Green Marketing in West Bengal urban and semi urban area. The following are the specific objectives of the study.

1) To understand the awareness of Green Marketing in the sample population.
2) To understand the effect of Green Marketing in buying behaviour of the sample population.
3) To understand the preference between green products and any products in the sample population.

Hypothesis:

H₀: There is no relationship between consumer awareness and consumer willingness to buy green products.
H₁: There is a relationship between consumer awareness and consumer willingness to buy green products.

Research Methodology:

In order to find efficiently towards the objectives of the research, primary data from the sample population has been collected and analysed. Initially an extensive search for research articles, papers, review paper, and information from trustworthy sources regarding Green Marketing. This information was gathered, studied and analysed. The analysis of this secondary information provided a base for formulating a survey sheet, and then the collected primary data is analysed and interpreted.

Classification:

Descriptive Research: A research design is considered as the framework or plan for a study that guides as well as helps the data collection and analysis of data. The primary objective of using descriptive research is to provide the understanding of advertisement campaign, their role on building the perception and attitude change in customers. The data collection method can be broadly categorized in two ways i.e. primary data and secondary data. The secondary data provides background to the research whereas the primary data is collected by the researcher for the problem at hand. The primary data for the research was collected in March 2021 using an online survey. The secondary data has been collected from various online resources.

Locality: The locale for the study is Kolkata and all over the West Bengal specially surrounding of Kolkata.

Sampling Design: In sampling survey-selected sample are identified and surveyed for collection of relevant data for which sampling method has been employed. A purposive sampling method was used, and responses were collected through a questionnaire. The sample size was selected across various gender, age groups, education levels and income levels. The sample selected is at least 12 pass in terms of education. The age group selected is at least 16 years of age or above in order to ensure that the respondents are the decision makers while making a purchase of goods or services.

The total number of people contacted for the research was 150
The total number of people who responded- 150

Tools & Techniques: A survey instrument i.e., a questionnaire was designed to gain insight related to objectives of the study along with their relevant personal details. The initial part of the questionnaire consisted of questions pertaining to the demographic profile of the respondent viz. age, gender, professional status, educational qualification, household income, place of residence. The questionnaire had a mix of
dichotomous questions, multiple choice questions and Likert scale as well. In total, the questionnaire consists of 28 questions, 23 are related to general objectives while 5 are for demographics. Most of the questions in the survey have 5-point agreement scale.

**Data Analysis Technique:** Microsoft Excel and Google Forms have been used to analyse and interpret the data collected. Using abovementioned tools, a critical analysis has been done to fulfil the objectives of the research and find out some specific conclusion out of the data collected.

<table>
<thead>
<tr>
<th>Parameters</th>
<th>Categories</th>
<th>Frequency (n)</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gender</strong></td>
<td>Male</td>
<td>43</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>107</td>
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<td></td>
<td><strong>150</strong></td>
<td><strong>100%</strong></td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td>Less than 18</td>
<td>22</td>
<td></td>
</tr>
<tr>
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<td>18 to 25</td>
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<tr>
<td></td>
<td>26 - 35</td>
<td>27</td>
<td></td>
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<tr>
<td></td>
<td>36 - 45</td>
<td>9</td>
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</tr>
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<td></td>
<td>55 and Above</td>
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<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>150</strong></td>
<td><strong>100%</strong></td>
</tr>
<tr>
<td><strong>City</strong></td>
<td>Kolkata and adjacent</td>
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<td></td>
</tr>
<tr>
<td></td>
<td>Durgapur-Asansol</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Purulia-Bankura</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Siliguri</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Maldah-Murshidabad</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Other</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>150</strong></td>
<td><strong>100%</strong></td>
</tr>
<tr>
<td><strong>Employment Status</strong></td>
<td>UG (pursuing Graduation)</td>
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<tr>
<td></td>
<td>Graduate</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Masters</td>
<td>14</td>
<td></td>
</tr>
<tr>
<td></td>
<td>12 standard</td>
<td>9</td>
<td></td>
</tr>
</tbody>
</table>
Findings:

1. The response of 150 the respondents was affirmative, i.e., everybody knows about the green products or services and its marketing.

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>150</td>
<td>0</td>
</tr>
</tbody>
</table>

Awareness and Attitude

2. To what extent do you agree or disagree with the following statements about the Green Marketing practices.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Agree</th>
<th>Percentage</th>
<th>Agree</th>
<th>Percentage</th>
<th>Neutral</th>
<th>Percentage</th>
<th>Disagree</th>
<th>Percentage</th>
<th>Strongly Disagree</th>
<th>Percentage</th>
<th>total in number</th>
</tr>
</thead>
<tbody>
<tr>
<td>i. Understand the information related to Green Marketing Practices</td>
<td>54</td>
<td>36</td>
<td>56</td>
<td>37</td>
<td>20</td>
<td>13</td>
<td>10</td>
<td>7</td>
<td>10</td>
<td>7</td>
<td>150</td>
</tr>
<tr>
<td>ii. Trust the information given about Green Marketing Practices in advertisements of products and services.</td>
<td>42</td>
<td>28</td>
<td>67</td>
<td>45</td>
<td>22</td>
<td>15</td>
<td>14</td>
<td>9</td>
<td>5</td>
<td>3</td>
<td>150</td>
</tr>
<tr>
<td>iii. I appreciate the recognition/feeling of using eco-friendly services and product.</td>
<td>63</td>
<td>42</td>
<td>54</td>
<td>36</td>
<td>19</td>
<td>13</td>
<td>10</td>
<td>7</td>
<td>4</td>
<td>3</td>
<td>150</td>
</tr>
<tr>
<td>iv. Willing to pay more to obtain the green product and services.</td>
<td>62</td>
<td>41</td>
<td>59</td>
<td>39</td>
<td>10</td>
<td>7</td>
<td>34</td>
<td>23</td>
<td>42</td>
<td>28</td>
<td>150</td>
</tr>
</tbody>
</table>
Understanding of the information related to Green Marketing Practices

Percentage of respondents who

Strongly Agree – 36% - 54 Respondents
Agree – 37%- 56 Respondents
Neutral – 13% - 20 Respondents
Disagree – 7% - 10 Respondents
Strongly Disagree – 7% - 10 Respondents

Approximately 36% respondents strongly agreed and 37% are agreed that they understand the information regarding Green Marketing practices. 13% people felt neutral, which means they are confused whether they understand the information on green marketing practices or they don’t. 7% of the total respondents accepted that they don’t understand the information on green marketing practices and 7% respondents accepted that neither they understand the information nor they want to understand it.
ii. Trust the information given about Green Marketing Practices in advertisements of products and services.

- Strongly Agree – 28% - 42 Respondents
- Agree – 45% - 67 Respondents
- Neutral – 15% - 22 Respondents
- Disagree – 9% - 14 Respondents
- Strongly Disagree – 3% - 5 Respondents

28% respondents strongly agreed and 45% are agreed that they trust the information provided regarding Green Marketing practices. 15% people felt neutral, which means they are confused whether they trust the information on green marketing practices or not. 9% of the total respondents accepted that they don’t trust the information on green marketing practices and 3% respondents accepted that neither they trust the information nor they want to trust it.

iii. Appreciate the recognition/ feeling of using eco-friendly services and product.

- Strongly Agree – 42% - 63 Respondents
- Agree – 36% - 54 Respondents
- Neutral – 13% - 19 Respondents
Disagree – 7% - 10 Respondents

Strongly Disagree – 3% - 4 Respondents

Approximately 42% respondents strongly agreed and 36% are agreed that they appreciate the recognition/feelings of using eco-friendly product and services. 13% people felt neutral. 7% of the total respondents accepted that they appreciate the recognition/feelings of using eco-friendly product and services and 7% respondents accepted that neither they appreciated the same nor they want to appreciate it.

### iii. I appreciate the recognition/feeling of using eco-friendly services and product.

<table>
<thead>
<tr>
<th></th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Respondents</td>
<td>63</td>
<td>54</td>
<td>19</td>
<td>10</td>
<td>4</td>
</tr>
</tbody>
</table>

iv. Willing to pay more to obtain the green product and services.

Strongly Agree – 15% - 22 Respondents

Agree – 15% - 23 Respondents

Neutral – 19% - 29 Respondents

Disagree – 23% - 34 Respondents

Strongly Disagree – 28% - 42 Respondents

In this case the result is reverse, 15% respondents strongly agreed and another 15% are agreed that they want to pay extra amount for the “Green” Product. 19% people felt neutral. 23% of the total respondents stated that they don’t want to pay any extra amount for the “Green” Product. 28% of total respondents are strongly disagreed to pay extra amount of money to obtain the Green Product.
v. I am attentive to the promotion of green products and services.

**Strongly Agree** – 31% - 47 Respondents

**Agree** – 31% - 47 Respondents

**Neutral** – 20% - 30 Respondents

**Disagree** – 13% - 20 Respondents

**Strongly Disagree** – 4% - 6 Respondents

In this case 31% respondents strongly agreed and another 31% are agreed that they are attentive to the promotion of the “Green” Product. 20% people felt neutral i.e., they are reluctant to be attentive. 13% of the total respondents stated that they don’t want to be attentive to the promotion of “Green” Product. 4% of total respondents are strongly disagreed to pay attention to the promotion of Green Product.
vi. I know the Selling location/point of selling green products and services.

- Strongly Agree – 49% - 74 Respondents
- Agree – 36% - 54 Respondents
- Neutral – 8% - 12 Respondents
- Disagree – 7% - 10 Respondents
- Strongly Disagree – NIL

In this case 49% respondents strongly agreed and another 36% are agreed that they are aware of POS of the “Green” Product. 8% people felt neutral i.e., they are confused. 7% of the total respondents stated that they don’t want to know the point selling of “Green” Product as they are not interested.

![vi. I know the Selling location/point of selling green products and services](image)

vii. Opinion of Family members is important, while purchasing green product and services.

- Strongly Agree – 64% - 96 Respondents
- Agree – 29%- 44 Respondents
- Neutral – 7% - 10 Respondents
- Disagree – NIL
- Strongly Disagree – NIL

In this case 64% respondents strongly agreed and another 29% are agreed that Opinion of Family members are very important to obtain Green products and services. 7% people felt neutral.
viii. Opinion of friends is important, while purchasing green product and services.

- Strongly Agree – 21% - 32 Respondents
- Agree – 24% - 36 Respondents
- Neutral – 7% - 10 Respondents
- Disagree – 25% - 37 Respondents
- Strongly Disagree – 23% - 35 Respondents

In this case 21% respondents strongly agreed and another 24% are agreed that opinion of friends is important in order to get the “Green” Product. 7% people felt neutral i.e., they are reluctant to be attentive. 25% of the total respondents stated that they are disagreed on the opinion of the friends to buy green products. 23% of the respondents are totally disagreed on the motion as they don’t take any opinion of the friends.
ix. I recommend the Green products and services to my family and friends.

Strongly Agree – 37% - 55 Respondents
Agree – 37% - 55 Respondents
Neutral – 20% - 30 Respondents
Disagree – 7% - 10 Respondents
Strongly Disagree – NIL

In this case 37% respondents strongly agreed and another 37% are agreed that they will recommend the “Green” Product. 20% people felt neutral. 7% of the total respondents stated that they won’t recommend the green product.

Perception Measurement:

Products and services offered by companies following Green Marketing practices

<table>
<thead>
<tr>
<th>Statement</th>
<th>Parameter</th>
<th>Strongly Agree</th>
<th>PERCENTAGE</th>
<th>Agree</th>
<th>PERCENTAGE</th>
<th>Neutral</th>
<th>PERCENTAGE</th>
<th>Disagree</th>
<th>PERCENTAGE</th>
<th>Strongly Disagree</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>i. Good for environment</td>
<td></td>
<td>96</td>
<td>64</td>
<td>43</td>
<td>29</td>
<td>10</td>
<td>7</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>ii. Good for our health</td>
<td></td>
<td>97</td>
<td>65</td>
<td>49</td>
<td>33</td>
<td>4</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>iii. Better quality than conventional product.</td>
<td></td>
<td>43</td>
<td>29</td>
<td>45</td>
<td>30</td>
<td>32</td>
<td>21</td>
<td>16</td>
<td>11</td>
<td>14</td>
<td>9</td>
</tr>
<tr>
<td>iv. Having better performance than conventional product.</td>
<td></td>
<td>47</td>
<td>31</td>
<td>46</td>
<td>31</td>
<td>50</td>
<td>33</td>
<td>7</td>
<td>5</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>v. Provide more satisfaction</td>
<td></td>
<td>56</td>
<td>37</td>
<td>55</td>
<td>37</td>
<td>20</td>
<td>13</td>
<td>10</td>
<td>7</td>
<td>9</td>
<td>6</td>
</tr>
<tr>
<td>vi. Reasonably priced</td>
<td></td>
<td>23</td>
<td>15</td>
<td>21</td>
<td>14</td>
<td>23</td>
<td>15</td>
<td>50</td>
<td>33</td>
<td>33</td>
<td>22</td>
</tr>
<tr>
<td>vii. Well promoted</td>
<td></td>
<td>38</td>
<td>25</td>
<td>45</td>
<td>30</td>
<td>46</td>
<td>31</td>
<td>13</td>
<td>9</td>
<td>8</td>
<td>5</td>
</tr>
<tr>
<td>viii. Widely available in the market now a days</td>
<td></td>
<td>55</td>
<td>37</td>
<td>54</td>
<td>36</td>
<td>12</td>
<td>8</td>
<td>22</td>
<td>15</td>
<td>7</td>
<td>5</td>
</tr>
</tbody>
</table>
i. Green Products and Services are good for environment

More than 64% of respondents strongly agreed and 29% agreed that products and services offered by companies following green marketing practices are good for the environment. 7% of total respondents felt neutral about the same. 1% of total respondents said that they don’t think that goods and services offered by companies following green marketing practices are good for environment.

ii. Green Products and Services are good for our health

More than 97% of respondents strongly agreed and 2% agreed that green products and services are good for our health.
Percentage of respondents who

Strongly Agree – 65% - 97 Respondents
Agree – 33% - 49 Respondents
Neutral – 3% - 4 Respondents
Disagree – NIL
Strongly Disagree – NIL

More than 65% respondents strongly agreed that products and services offered by companies following green marketing practices are good for their health. Approximately 33% of the total respondents agreed on the same statement. 3% felt neutral that they don’t know if green products and services are good for their own health.

iii. Green Products and Services are of good quality

65% of respondents strongly agreed and 33% agreed that the Green products and services are better than conventional Products and services. 3% of total respondents felt neutral about the same. 11% of total respondents said that they don’t think that Green products and services are not better than conventional goods. 9% strongly disagreed on the statement.
iv. Having better performance than conventional product.

Percentage of respondents who

**Strongly Agree** – 31% - 47 Respondents

**Agree** – 31% - 46 Respondents

**Neutral** – 33% - 50 Respondents

**Disagree** – 5% - 7 Respondents

**Strongly Disagree** – NIL

31% of respondents strongly agreed and agreed that the Green products and services have the better performance level than the conventional products and services. 33% of total respondents felt neutral and confused about the same. Only 5% of total respondents disagreed on the same. Nobody is strongly disagreeing with the statement.

v. Green Products and Services provide more satisfaction to a user
Percentage of respondents who

Strongly Agree – 37% - 56 Respondents
Agree – 37% - 55 Respondents
Neutral – 13% - 20 Respondents
Disagree – 7% - 10 Respondents
Strongly Disagree – 6% - 9 Respondents

37% of total 150 respondents strongly agreed and same percentage of the respondents agreed that they derive more satisfaction by using green products and services. 13% respondents feel neutral about this post purchase feeling. 7% respondents disagreed and 6% strongly disagreed that they don’t derive extra satisfaction post purchasing green products and services.

vi. Green Products and Services are reasonably priced

Percentage of respondents who

Strongly Agree – 25% - 38 Respondents
Agree – 30% - 45 Respondents
Neutral – 31% - 46 Respondents
Disagree – 9% - 13 Respondents
Strongly Disagree – 5% - 8 Respondents

25% respondents strongly agreed with the statement and 30% respondents believe that Green products are reasonably priced. 31% feel neutral about the pricing of green products and services. Approximately 14% (9% and 5%) respondents feel that the pricing of green products and services are not reasonable.
vii. Green Products and Services are well promoted

Percentage of respondents who

Strongly Agree – 25% - 38 Respondents
Agree – 30% - 45 Respondents
Neutral – 31% - 46 Respondents
Disagree – 9% - 13 Respondents
Strongly Disagree – 5% - 8 Respondents

55% respondents (25% and 30%) strongly agreed and agreed that green products and services are promoted well. 31% respondents felt neutral about the promotional aspect of green products and services. 9% respondents disagreed with the statement and 5% are strong disagreed with the statement.

viii. Green Products and Services are available in the market nowadays

Percentage of respondents who

Strongly Agree – 38 Respondents
Agree – 45 Respondents
Neutral – 46 Respondents
Disagree – 13 Respondents
Strongly Disagree – 8 Respondents

55% strongly agreed that green products and services are widely available in the market nowadays.
Percentage of respondents who

Strongly Agree – 37% - 55 Respondents
Agree – 36% - 54 Respondents
Neutral – 8% - 12 Respondents
Disagree – 15% - 22 Respondents
Strongly Disagree – 5% - 7 Respondents

37% of the respondents strongly agreed and 36% respondents agreed that goods and products produced using green marketing practices are available in the market. 8% people felt neutral about the availability of eco-friendly goods and products. 22% of the total respondents disagreed to the statement and say that green products and services are not available in the market. 5% respondents strongly disagreed with the statement.

**Consumer Intentions:**

Willingness to choose a service or a product following Green Marketing Practices over a Conventional one the next time you are buying one.

<table>
<thead>
<tr>
<th>Strongly not</th>
<th>Don’t buy</th>
<th>May buy</th>
<th>Confused</th>
<th>Buy</th>
<th>Strongly buy</th>
</tr>
</thead>
<tbody>
<tr>
<td>23</td>
<td>21</td>
<td>23</td>
<td>10</td>
<td>44</td>
<td>29</td>
</tr>
</tbody>
</table>

Among 150 respondents 23 had disagreed strongly that they will buy green product next time. 21 respondents disagreed regarding buying of Green product. 23 respondents may buy the product. 10 respondents are totally confused. 44 respondents will buy the green product next time. 29 respondents will strongly buy the Green product.
### Reasons to choose products/services produced by organizations following Green Marketing Practices.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>Agree</td>
</tr>
<tr>
<td>1. Positive image of self to the world</td>
<td><img src="chart.png" alt="Pie Chart" /></td>
</tr>
<tr>
<td>2. help me to feel that I am preserving the environment of earth</td>
<td><img src="chart.png" alt="Pie Chart" /></td>
</tr>
<tr>
<td>3. make me feel trendy and fashionable.</td>
<td><img src="chart.png" alt="Pie Chart" /></td>
</tr>
<tr>
<td>4. help me to feel responsible.</td>
<td><img src="chart.png" alt="Pie Chart" /></td>
</tr>
<tr>
<td>5. unintentionally buy the green products or service.</td>
<td><img src="chart.png" alt="Pie Chart" /></td>
</tr>
<tr>
<td>6. I am delighted with Green marketing practices followed by the marketer</td>
<td><img src="chart.png" alt="Pie Chart" /></td>
</tr>
</tbody>
</table>

1. **Positive image of self to the world**

- **Percentage of respondents who**
  - Strongly Agree – 47% - 70 Respondents
  - Agree – 40% - 60 Respondents
  - Neutral - 7% - 10 Respondents
  - Disagree – 3% - 5 Respondents
  - Strongly Disagree – 3% - 5 Respondents
Almost 47% people strongly agreed on the statement that choosing ecofriendly would enhance their self-esteem. 40% respondents agreed on that. 7% respondents are confused and people felt neutral about the image building aspect of green products and services. 3% respondents disagreed that they won’t choose green products and services over conventional ones just because the give out a positive image of them. Another 3% strongly disagreed on the same.

2. Help me to feel that I am preserving the environment of earth

<table>
<thead>
<tr>
<th>Percentage of respondents who</th>
<th>Strongly Agree – 40% - 60 Respondents</th>
<th>Agree – 50% - 75 Respondents</th>
<th>Neutral – 3% - 5 Respondents</th>
<th>Disagree – 3% - 5 Respondents</th>
<th>Strongly Disagree – 3% - 5 Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Approximately 40% respondents strongly agreed and 50% agreed that they will choose products and services produced using green practices over conventional ones because they felt that they are preserving the environment of the earth. 3% respondents said that they felt neutral about choice and the cause behind it. 3% respondents disagreed and same percentage of respondents strongly disagreed that they won’t choose green products and services over conventional ones just because they don’t feel that they are preserving the environment of Earth.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
3. Choosing green products / services because it makes them feel trendy/fashionable

3. make me feel trendy and fashionable.

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 respondents</td>
<td>37 respondents</td>
<td>37 respondents</td>
<td>29 respondents</td>
<td>5 respondents</td>
</tr>
</tbody>
</table>

Percentage of respondents who

Strongly Agree – 25% - 37 Respondents
Agree – 28% - 42 Respondents
Neutral – 25% - 37 Respondents
Disagree – 19% - 29 Respondents
Strongly Disagree – 5% - 5 Respondents

25% of total respondents strongly agreed and 28% agreed to this reason for choosing products and services manufactured by following green marketing practices over the conventional ones. 25% of total respondents which is a huge number said that they felt neutral about this reason for choosing green products or services. 19% and 5% of total respondents ruled out this reason for purchasing green products or services.

4. Choosing green products / services because it makes them feel proud / responsible.

4. help me to feel Proud and responsible.

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>70 respondents</td>
<td>60 respondents</td>
<td>5 respondents</td>
<td>5 respondents</td>
<td>10 respondents</td>
</tr>
</tbody>
</table>
Strongly Agree – 47% - 70 Respondents
Agree – 40% - 60 Respondents
Neutral - 7% - 10 Respondents
Disagree – 3% - 5 Respondents
Strongly Disagree – 3% - 5 Respondents

Almost 47% people strongly agreed on the statement that choosing eco-friendly product help them to feel proud and responsible. 40% respondents agreed on that. 7% respondents are confused and people felt neutral about the same. 3% respondents disagreed that they won’t choose green products and services over conventional ones just because of the statement provided. Another 3% strongly disagreed on the same.

5. Choosing green products / services because people might judge for using conventional products /services,

Percentage of respondents who –
Strongly Agree – NIL
Agree – NIL
Neutral – 4% - 6 Respondents
Disagree – 31% - 47 Respondents
Strongly Disagree – 65% - 97 Respondents

NO respondent agreed on the fact that they are buying green or eco-friendly product unintentionally. Approximately 4% of the total respondents felt neutral about this reason. 31% of total respondents disagreed and 65% strongly disagreed to this reason for buying green products / services. That means everybody is buying the eco-friendly product intentionally.
6. I am delighted with the eco-friendly products and services along with Green marketing practices followed by the marketer

Percentage of respondents who
Strongly Agree – 25% - 37 Respondents
Agree – 28% - 42 Respondents
Neutral – 25% - 37 Respondents
Disagree – 19% - 29 Respondents
Strongly Disagree – 3% - 5 Respondents

25% of total respondents strongly agreed and 28% agreed that are delighted with eco-friendly products and services along with the green marketing practices followed by the marketers. 25% remain neutral as they confused. 19% disagree and 3% disagreed with statement.

Demography:
1. Gender- Out of 150 Respondents

<table>
<thead>
<tr>
<th>Gender</th>
<th>MALE</th>
<th>FEMALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>43</td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td></td>
<td>107</td>
</tr>
</tbody>
</table>
2. Age:

<table>
<thead>
<tr>
<th></th>
<th>Less than 18</th>
<th>18 to 25</th>
<th>26-35</th>
<th>36-45</th>
<th>46 and Above</th>
</tr>
</thead>
<tbody>
<tr>
<td>number</td>
<td>22</td>
<td>90</td>
<td>27</td>
<td>9</td>
<td>2</td>
</tr>
<tr>
<td>percentage</td>
<td>15</td>
<td>60</td>
<td>18</td>
<td>6</td>
<td>1</td>
</tr>
</tbody>
</table>

Out of 150 Respondents-
- 15% are from below 18 years’ age group
- 60% are from the age of below 18 years to 25 years (90 Respondents)
- 18% are from the age of 26 years to 35 years (27 Respondents)
- 6% are from the age of 36 years to 45 years (9 Respondents)
- 1% is from the age of 46 years and above (2 Respondent)

These results show that the majority of the respondents are from the age group of 18 years to less than 25 years’ age group and there were only two respondents who were more than 45 years old.

3. City:

<table>
<thead>
<tr>
<th></th>
<th>Kolkata and adjacent</th>
<th>Durgapur-Asansol</th>
<th>Purulia-Bankura</th>
<th>Siliguri</th>
<th>Maldah-Murshidabad</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>number</td>
<td>115</td>
<td>11</td>
<td>7</td>
<td>7</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>Percentage</td>
<td>77</td>
<td>7</td>
<td>5</td>
<td>5</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>
Out of 150 Respondents-

- 77% are from Kolkata and adjacent - 115 Respondents
  - 7% are from Durgapur and Asansol – 11 Respondents
  - 4% are from Purulia-Bankura and Siliguri each – 7 Respondents each region
  - 3% are from Malda-Murshidabad – 4 Respondents
  - 4% are from other places – 6 Respondents

Majority of the respondents which is almost 77% reside in Kolkata and adjacent area region.

4. Educational Qualification:

<table>
<thead>
<tr>
<th></th>
<th>12 standard</th>
<th>UG (pursuing Graduation)</th>
<th>Graduate</th>
<th>Masters</th>
<th>Doctorate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number</td>
<td>9</td>
<td>100</td>
<td>20</td>
<td>14</td>
<td>7</td>
</tr>
<tr>
<td>Percentage</td>
<td>6</td>
<td>67</td>
<td>13</td>
<td>9</td>
<td>5</td>
</tr>
</tbody>
</table>

Number
Out of 150 Respondents-

- 6% are 12 standard pass – 9 Respondents
- 67% are pursuing graduation course – 100 Respondents
- 13% are graduate – 20 Respondents
- 9% are Master degree holders – 14 Respondents
- 5% is Doctorate degree holder – 7 Respondents

The results show that maximum number of respondents were pursuing graduation course. Then 13% were graduate.

5. Occupation:

<table>
<thead>
<tr>
<th></th>
<th>EMPLOYED IN PRIVATE ORGANIZATION</th>
<th>EMPLOYED IN GOVT. ORGANIZATION</th>
<th>SELF EMPLOYED (BUSINESS)</th>
<th>STUDENT</th>
<th>RETIRED</th>
</tr>
</thead>
<tbody>
<tr>
<td>NUMBER</td>
<td>13</td>
<td>10</td>
<td>26</td>
<td>94</td>
<td>7</td>
</tr>
<tr>
<td>PERCENTAGE</td>
<td>9</td>
<td>7</td>
<td>17</td>
<td>63</td>
<td>5</td>
</tr>
</tbody>
</table>

Out of 150 Respondents-

- 9% are Employed in private organization – 13 Respondents
- 7% are Employed in Govt. organization – 10 Respondents
- 17% are Self Employed – 26 Respondents
- 63% are students – 94 Respondents
- 5% are retired – 7 respondents

The majority of the respondents are students and the second highest numbers of respondents are self-employed.

6. Monthly Household Income Range:

<table>
<thead>
<tr>
<th>Less than 20,000</th>
<th>20,001 to 40,000</th>
<th>40,001 to 60,000</th>
<th>60,001 to 1,00,000</th>
<th>More than 1,00,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>NUMBER</td>
<td>20</td>
<td>31</td>
<td>26</td>
<td>28</td>
</tr>
<tr>
<td>PERCENTAGE</td>
<td>13</td>
<td>21</td>
<td>17</td>
<td>19</td>
</tr>
</tbody>
</table>
Out of 150 Respondents-
13% have less than Rs. 20,000 household income – 20 Respondents
21% have household income from Rs. 20,001 up to Rs. 40,000 – 31 Respondents
17% have household income from Rs. 40,001 up to Rs. 60,000 - 26 Respondents
19% have household income from Rs. 60,001 up to Rs. 1,00,000 – 28 Respondents
30% have household income from more than 1,00,000 – 45 Respondents

These results show that the income level of respondents is distributed very closely but the majority 30% of the households had an income of more than Rs. 100000 per month. 21% respondents have income of Rs. 20001 to Rs. 40000 and 19% respondents are in the bracket of Rs. 60001 to Rs. 100000. 17% respondents said that they have an income between Rs. 40001 to Rs. 60000 and the least 13% respondents earned less than Rs. 20000.

Testing Hypothesis

<table>
<thead>
<tr>
<th>Parameters</th>
<th>Response</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Awareness</td>
<td>150</td>
<td>0</td>
</tr>
<tr>
<td>Willing to buy</td>
<td>121</td>
<td>29</td>
</tr>
<tr>
<td>Total</td>
<td>271</td>
<td>29</td>
</tr>
</tbody>
</table>

Observed Frequencies:
- Awareness: Yes = 150, No = 0
- Willing to buy: Yes = 121, No = 29

Expected Frequencies:
The expected frequencies are calculated based on the assumption that there is no association between the two parameters. The total count for each parameter is divided proportionally according to the marginal totals.
### Expected Frequencies Table

<table>
<thead>
<tr>
<th>Parameters</th>
<th>Yes</th>
<th>No</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awareness</td>
<td>135.5</td>
<td>14.5</td>
<td>150</td>
</tr>
<tr>
<td>Willing to buy</td>
<td>135.5</td>
<td>14.5</td>
<td>150</td>
</tr>
<tr>
<td>Total</td>
<td>271</td>
<td>29</td>
<td>300</td>
</tr>
</tbody>
</table>

### Chi-Square Calculation:

Using the observed and expected frequencies, the chi-square statistic is calculated using the formula:

\[ \chi^2 = \sum (O_i - E_i)^2 / E_i \]

Where \( O_i \) = observed value (actual value) and \( E_i \) = expected value.

### Results

- **Chi-square statistic (\( \chi^2 \))**: 29.93
- **p-value**: 4.49 x 10⁻⁸
- **Degrees of freedom (dof)**: 1

### Conclusion:
The chi-square statistic of 29.93 and the very small p-value indicate that there is a statistically significant difference between the observed and expected frequencies. This suggests that the association between "Awareness" the "Willingness to buy" is not due to random chance. Table value is 27. Calculated value is greater than Table value. So, we can conclude that Null hypothesis is rejected and alternative hypothesis is accepted.

**“H1: There is a relationship between consumer awareness and consumer willingness to buy green products”** is accepted.

### Summary & Conclusion:
The following is a summary of the conclusions. The outcome of the study is quite positive and motivating for green marketer for their Eco-friendly products or services. The conclusions drawn on the basis of the study the chapter accumulated Conclusion, Recommendation and limitations.

- The majority of the respondents agreed that they understand the information related to green marketing practices, but still a number of respondents either feel neutral about this or accepted that they do not understand the green marketing practices.
- More than 73% of the respondents agreed that they trust the information about the green marketing practices given by the companies in their advertisements 15% respondents are neutral. Almost 12% respondents didn’t trust the advertisement or promotion of the marketer.
- It was found that a huge majority of respondents appreciate the recognition / feeling of using eco-
friendly services and products.

- It was found that more than 80% of the respondents agreed to pay more price for the products which shows that people are conscious and inclined towards this cause of environmental conservation but it is also evident that 15% of respondents don’t want to pay extra amount of money just for the reason of eco-friendliness which clearly shows that the companies should aim towards keeping the prices to be competitive to stay in the market and penetrate deeper in the target segments because price sensitivity is a deciding factor.

- The majority of the respondents said that they pay attention to the green marketing practices followed by the companies and its promotion.

- It was found in the course of research that 85% respondents said that they knew where to find eco-friendly goods and services but almost 15% respondents either felt neutral or disagreed that they didn’t know where to find such products which emphasizes on two improvements i.e. the companies should focus on point of sale advertisements and promotional practices and at the same time this eco-friendly characteristic should be clearly stated on promotional materials and packaging.

- The majority of respondents agreed that their friends’ and opinion of family was also a deciding factor in considering eco-friendly goods and services is that a similar percentage of respondents also recommend these eco-friendly products to their acquaintances.

- A significant 83% of respondents believe that green products and services are beneficial for the environment, and 81% think they also contribute positively to health, reflecting a favourable perception among the respondents.

- Most respondents consider green products and services to be of high quality.

- Nearly 60% of respondents feel that green products and services outperform conventional ones, although there is still room for improvement. Companies can enhance trust by adding certifications and accreditations to validate their performance.

- While most respondents find that green products and services offer greater satisfaction, 22% remained neutral. Companies might consider implementing recognition schemes or sending appreciation messages to users to boost satisfaction.

- Although many respondents agree that green products and services are reasonably priced, a notable number either felt neutral or disagreed. This suggests that companies should work on pricing these products more competitively.

- Only about half of the respondents believe that green products and services are well promoted, indicating a need for improved promotional efforts.

- Approximately 78% of respondents agree that eco-friendly products and services are available in the market today. However, this also suggests that there is potential for improvement in the supply chain, as occasional unavailability may lead to lost business opportunities.
A majority of respondents are interested in choosing eco-friendly products or services for their next purchase.

The main motivations for selecting green marketing products and services are a desire to protect the planet and a sense of pride and responsibility after purchasing eco-friendly items.

The least common reasons for choosing eco-friendly products are perceptions of them being fashionable or trendy and the fear of judgment.

To help preserve the planet, it is essential to be socially responsible and contribute to reducing pollution.

Green marketing is crucial in today’s context.

The current generation is willing to pay extra to support environmental causes.

Social media has been instrumental in raising consumer awareness and spreading information about available green products.

From Chi-Square test it is confirmed that alternative hypothesis, i.e., “There is a relationship between consumer awareness and consumer willingness to buy green products” is accepted.

**Recommendations and Limitations:**

**Recommendation:**
1. The global adoption of green marketing is crucial for protecting and preserving the environment.
2. Green marketing should be regarded as more than just another marketing practice due to the evolving motivations behind it. The focus is shifting towards social and environmental concerns, making green marketing a necessity rather than an optional feature in response to global environmental changes.
3. Marketers and governments have a responsibility to educate consumers about the advantages and necessity of green products and services over conventional ones. Although most consumers are prepared to pay a premium for environmental benefits, price sensitivity remains an issue. Green marketing is especially relevant in developing countries like India.
4. Given that consumers are willing to pay extra for environmentally friendly options, corporations should broadly adopt green marketing practices.
5. It is important to effectively use various promotional channels to increase awareness about green products and services.
6. Companies could offer price incentives to distributors to encourage them to prominently feature eco-friendly products.
7. The government should consider providing tax incentives to manufacturers who develop and introduce eco-friendly products.

**Limitations:**
1. As the sample size is small, exhaustive findings cannot be generalized.
2. Manual error has taken place in the time of data collection.
3. Lack of Time is one of the major limitations.
4. Due to illiteracy and lack of awareness, people are not aware about Green Marketing.
References:


